

Retailer Sales Guide

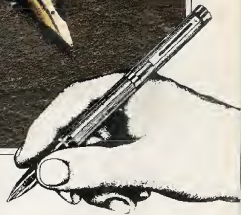
March 1982



Masterpiece

A prestigious and valuable solid 18 K, gold pen and ballpen fashioned with exquisite care and craftsmanship.

SHEAFFER



Guarantee

Sheaffer writing instruments are guaranteed against defective materials and workmanship. Any items revealing such defects will be repaired and replaced free of charge. This guarantee is offered as an extra benefit and does not affect consumers' statutory rights.

Sheaffer Fountain Pens (all prices are RSP inc VAT at 15%)

Nostalgia		Laqué							Tar
£130	£110	£48	£48	£48	£48	£48	£42	£42	£49
									
801 Vermell	800 Sterling Silver	1030 Brown Thuya	1032 Tortoiseshell	1034 Red Ronce	1036 † Blue Ronce	1038 † Green Ronce	1028 † Bordeaux	1029 Noir	1024 Hallmarked Sterling Sil
<ul style="list-style-type: none"> * All the elegance and craftsmanship of a bygone era, crafted in pens for today. * Hallmarked by the London Assay Office * Fitted with 14 carat solid gold nib, available in extra fine/fine/medium/broad 		<ul style="list-style-type: none"> * Each Laqué pen is a hand-crafted objet d'art, with a uniquely original finish * The lacquering process takes several days, involving seventeen separate stages of lacquering, varnishing, gentle baking to a hard shell, and hand polishing to give a deep resilient finish 				<ul style="list-style-type: none"> * All clips and trim are 23 carat gold plated * Fitted with 14 carat gold inlaid nib, available in extra fine/fine/medium/broad/oblique/italic/stub italic 			<ul style="list-style-type: none"> * The d avale previ * The d the p
† no longer available									

Sheaffer "White Dot" Ballpens (fitted with blue medium, longlife 'K' refill)

Laqué							Targa			
£28	£28	£28	£28	£28	£25	£25	£29	£28	£25	£25
										
1030 Brown Thuya	1032 Tortoiseshell	1034 Red Ronce	1036 † Blue Ronce	1038 † Green Ronce	1028 † Bordeaux	1029 Noir	1024 Hallmarked Sterling Silver	1009 Gold plated, barleycorn finish	1013 Gold plated, spiral finish	1011 Gold plated, square cut finish
<ul style="list-style-type: none"> * Matching ballpens with smooth twist action 						<ul style="list-style-type: none"> * Matching ballpens with smooth 				
† no longer available						† no longer available				

ga

£44



£41



£41



£38



£35



£27



£25



£13



£11.50



£9.90



Imperia

£32



1009

Gold plated, barleycorn finish

1013

Gold plated, spiral finish

1011 †

Gold plated, square cut finish

1005

Gold plated, fluted finish

1008X

Silver plated, barleycorn finish

1003

Matt black, gold plated trim

1001XG

Stainless steel, gold plated trim

1002

Matt black, chrome trim

1001

Stainless steel, chrome trim

1000

Mirror chrome, chrome trim

797

Gold plated, fluted finish

distinctive Targa profile is available in several elegant and classic finishes
reputable pens enhance distinctive finish

* Clips are 23 carat gold plated, except 1024, which is hallmarked Sterling Silver
* All models fitted with 14 carat solid gold inlaid nib, available in extra fine/fine/medium/broad/oblique italic/sub italic

† no longer available

* Modern and stylish finishes also available—matt black, stainless steel and mirror chrome

* 1003 and 1001XG sport gold plated clips and 14ct solid gold inlaid nibs

* 1002, 1001 and 1000 sport chrome clips and stainless steel inlaid nibs

* Gold and stainless steel nibs in extra fine/fine/medium/broad/oblique italic/sub italic grades

* Traditional styling
* 23 carat gold plating

* 14 carat solid gold inlaid nib in extra fine/medium/broad/oblique italic/sub italic grades

£22



£17



£11



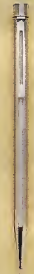
£9.50



£8.50



£6.90

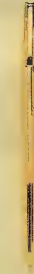


£6.50



Imperial

£16



Triumph

£6.90



£4.90



£3.45

1005
Gold plated, fluted finish1008X
Silver plated, barleycorn finish1003
Matt black, gold plated trim1001XG
Stainless steel, gold plated trim1002
Matt black, chrome trim1001
Stainless steel, chrome trim1000
Mirror chrome, chrome trim797
Gold plated, fluted finish444XG
Brushed chrome, gold plated trim444
Brushed chrome, chrome trim440
Brushed chrome, chrome trim

twist action

* Refills available in selection of colours and grades—see reverse

* Unique reminder clip withdraws point and avoids staining clothes

Triumph			Lady Sheaffer					'S' Range	
£19.90	£7.90	£6.90	£31	£23.50	£20	£19	£9	£4.95	£4.45
									
444XG Brushed chrome, gold plated trim	444 Brushed chrome, chrome trim	440 Brushed chrome, coloured barrel trim	928 Gold plated barleycorn finish	925 Sausage, gold plated trim	904 Paisley, gold plated trim	620XG Brushed chrome, gold plated trim	620 Brushed chrome, chrome trim	108 Matt black	106 Brushed chrome
<ul style="list-style-type: none"> * 444XG sports gold plated clip and 14 carat solid gold inlaid nib * 444 and 440 sport chrome clips and stainless steel inlaid nibs * Gold and stainless steel nibs in extra fine/fine/medium/broad/oblique/italic/stub italic grades * 440 available with black/burgundy/blue barrels 			<ul style="list-style-type: none"> * A degree of delicacy and refinement no lady can resist * Distinctive pens in jewellery-like designs * 14 carat solid gold recessed nib on all models except 620 (stainless steel nib) * All Lady Sheaffer nibs available in extra fine/fine/medium grades 					<ul style="list-style-type: none"> * Modern pens, modern finishes—matt black and brushed chrome * Proven open nib available in fine and medium grades 	

TRZ				Lady Sheaffer					
£6.45	£5.45	£4.95	£3.95	£21	£18.50	£12.50	£8.90	£7.90	£5.40
									
TRZ 50 Matt black, chrome trim	TRZ 40 Brushed chrome, chrome trim	TRZ 30 Mirror chrome, chrome trim	TRZ 20 Brushed chrome, coloured barrel	681 Gold plated lame finish	928 Gold plated, barleycorn finish	925 Sausage, gold plated trim	904 Paisley, gold plated trim	620XG Brushed chrome, gold plated trim	620 Brushed chrome, chrome trim
<ul style="list-style-type: none"> * New sophisticated twist-action belpen * Designed to reflect the high-tech styles of the eighties * TRZ 20 available with black, blue, red or green barrels 				<ul style="list-style-type: none"> * Unique reminder clip mechanism, except for 681, which features a smooth twist-action * 681 has a 23 carat gold plated deep brushed finish and diamond cut faceted centre band 					

NEW Slimline Targa

£25



1005
Gold plated,
fluted finish

£15



1003
Matt black,
gold plated
trim

£12



1001X
Stainless steel,
gold plated
trim

£10



1002
Matt black,
chrome trim

£9



1001
Stainless steel,
chrome trim

£8



1000
Mirror chrome,
chrome trim

Triumph Rolling Ball

£5.90



444
Brushed
chrome,
chrome trim

£4.90



440
Brushed
chrome,
black barrel

- * Each model supplied with both rollingball and micro tip writing units
- * Micro Tip — consistently finer writing, extended refill life.
- * Rolling Ball — The style of a fountain pen, the convenience of a ballpen.

- * Unique cushioned ball for controlled ink flow
- * Fitted with black refill

Sheaffer Pencils

Targa

£22



1005
Gold plated,
fluted finish

£9.50



1001XC
Stainless steel,
gold plated
trim

£8.50



1002
Matt black,
chrome trim

£16



797
Gold plated,
fluted finish

£4.90



444
Brushed
chrome,
chrome trim

£21



681
Gold plated,
lomé finish

£5.40



620
Brushed
chrome,
chrome trim

Imperial Triumph Lady Sheaffer

- * Matching pencils to complete the set
- * Twist grip propelling action
- * Eraser and spare leads conveniently stored within slip cap

Calligraphy

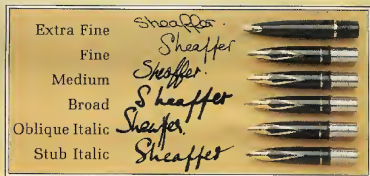
SHEAFFER
No Nonsense

- * A centuries-old artform, the art of better handwriting
- * Each set contains a black "Silver Scroll" Designer No Nonsense cartridge pen, three italic nibs—Broad (0.07"), Medium (0.05") and Fine (0.03") and four cartridges
- * Instruction leaflet enclosed in each pack
- * **£4.45**
- * Gift set also available **£5.50**

- * Fun, colourful and functional
 - * Available in 8 different colours, Designer available in 6 different cap designs
- | | | |
|----------------------|-----------------|--------------|
| * No Nonsense | Pen | £1.95 |
| | Ballpen | £1.55 |
| | Rolling Ballpen | £1.70 |
| * Designer | Pen | £2.20 |
| | Ballpen | £1.80 |
| | Rolling Ballpen | £1.95 |

Nib Grading

- * Illustrated are the Sheaffer nib gradings available and the writing style achieved
- * See individual models for gradings available



Spare Nib Packs

- * Available for following models
- * **No Nonsense** Fine Medium **No Nonsense and Calligraphy** Fine Medium **Fine Italic Medium Italic Broad Italic**

Sheaffer 'S' Fine Medium

Retail price **£0.95** each nib

- * White Dot spare nibs available to appointed nib agents only—ask representative for further details.

Refills

All Sheaffer writing instruments are refillable and the following items are available:

Skip Ink—available in 2oz (59cc) bottles in:—Permanent Black, Permanent Blue-Black, Deluxe Blue, Peacock Blue and Brown **£0.75**.

Skip Ink Cartridges—available in packs of 5 in:—Black, Blue-Black, Deluxe Blue, Peacock Blue and Brown **£0.30**

'K' Ballpen Refills—to fit all Sheaffer ballpens. Medium grade in Black, Blue and Red. Fine grade in Black and Blue only **£0.75** each

Rolling Ball Refills—to fit all Sheaffer Rolling Ballpens. Blue and Black, **£0.75** each

Slimline Rolling Ball Refills—to fit Slimline Targa only. Blue and Black **£0.70** each

Slimline Micro Tip Refills—to fit Slimline Targa only. Blue and Black **£0.70** each

Tektor Fibre Tip Refills—Blue and Black **£0.60** each

Fine Line Leads—0.9 and 0.7mm—to fit Sheaffer mechanical pencils in packs of 1 dozen. Grades H, HB and B **£0.35** each

Convertors—to fit all Sheaffer fountain pens **£0.70** each

Erasers—supplied in packs of 3

Type A — all Laqué and Targa models

Type B — all current Triumph and Imperial models

Type C and E for non-standard earlier models, available on request **£0.35** each

- * **Sheaffer writing instruments are presented in attractive gift boxes**

Prices quoted are Recommended Retail. Prices including VAT at 15%. All colours shown are matched as near as possible to the actual article, however, we reserve the right to change colours of any articles without notice.